

35. Now I am going to read you some statements that may or may not describe Parliament cigarettes. It doesn't matter if you've never smoked Parliament. We are interested in your impressions. After I read each statement, please tell me whether you Agree Completely, Agree Somewhat, Neither Agree Nor Disagree, Disagree Somewhat or Disagree Completely with the statement. What phrase would you use to describe how much you agree or disagree that Parliament... (INSERT "X'ED" STATEMENT)? (REPEAT PHRASES IF NECESSARY) (ACCEPT ONE RESPONSE FOR EACH STATEMENT)

START HERE	Neither				
	Agree Completely	Agree Somewhat	Agree Nor Disagree	Disagree Somewhat	Disagree Completely
() Is a brand my friends smoke	24- 5	4	3	2	1
() Is satisfying	25- 5	4	3	2	1
() Is a good tasting cigarette	26- 5	4	3	2	1
() Is made with high quality tobacco .	27- 5	4	3	2	1
() Is a brand growing in popularity .	28- 5	4	3	2	1
() Is a fun brand	31- 5	4	3	2	1

36. Now I am going to read you some statements that may or may not describe the Parliament smoker. It doesn't matter if you've never smoked Parliament. We are interested in your impressions about people you think might smoke Parliament. After I read each statement, please tell me whether you Agree Completely, Agree Somewhat, Neither Agree Nor Disagree, Disagree Somewhat or Disagree Completely with the statement. Please tell me what phrase you would use to describe how much you agree or disagree that the Parliament smoker is... (INSERT "X'ED" STATEMENT)? (REPEAT PHRASES IF NECESSARY) (ACCEPT ONE RESPONSE FOR EACH STATEMENT)

START HERE	Neither				
	Agree Completely	Agree Somewhat	Agree Nor Disagree	Disagree Somewhat	Disagree Completely
() Independent	32- 5	4	3	2	1
() An average/everyday person	33- 5	4	3	2	1
() Contemporary	34- 5	4	3	2	1
() An older smoker	35- 5	4	3	2	1
() Popular	36- 5	4	3	2	1
() Feminine	38- 5	4	3	2	1
() Masculine	39- 5	4	3	2	1
() Outgoing	40- 5	4	3	2	1
(() A young adult smoker)	41- 5	4	3	2	1
() Someone like you	42- 5	4	3	2	1

() Romantic

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